

1 (b) a channel on which to transmit said unit of mass medium  
2 programming to a remote station;  
3 selecting some executable computer program code based on said schedule;  
4 detecting the presence of a control signal at said transmitter station and passing  
5 said control signal to said computer, said control signal designating said unit mass  
6 medium programming or said selected executable program code;  
7 controlling said transmitter station to communicate to a signal generator some  
8 video or audio of said specified unit of mass medium programming in response to said  
9 control signal or under control of said selected executable computer program code; and  
10 causing said signal generator to embed said communicated video or audio into a  
11 broadcast or cablecast transmission that contains said specified unit of mass medium  
12 programming, thereby to transmit said unit of mass medium programming and said  
13 embedded video or audio and cause said remote station receive or present to a  
14 subscriber said specified unit of mass medium programming and said embedded video  
15 ~~or audio.~~

16 3. A method of controlling a transmitter station including:

17 (a) the step of programming a computer to select and communicate one or  
18 more units of mass medium programming based on a schedule;

19 (b) the step of inputting a schedule that specifies a unit of mass medium  
20 programming and includes one of the group:

21 (a) a time to transmit said unit of mass medium programming;

22 and